

# **Factors Influencing the Consumer Switching Intention from Powdered Milk to Fresh Milk in Sri Lanka: with Special Reference to the Matara District**

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Milk consumption is a vital researchable area to be emphasized in the Sri Lankan context today owing to its dramatically changing pattern taken place among different social strata. So, it was viewed that doing a study along with this area is worthwhile. The problem of the present study involved in the potential movement from powdered milk to fresh milk. The key purpose of this study was to search for factors causing potential switching intention. Also, six objectives and questions were set focusing on the problem. A rigorous search of literature supported to note certain untouched areas of considering object particularly in Sri Lankan context was made. The study design was both exploratory and descriptive. Both quantitative and qualitative methods were used with deductive reasoning. As this is an empirical study in nature, primary data were mainly associated via online questionnaires, emailing, and telephone discussions. Also, secondary data were used for more details. The population was all of the powdered milk consumers in the selected district. For the convenience of analysis, with the help of convenience sampling technique, 250 respondents were selected from seven town areas in the considering district. Some descriptive techniques and correlation and regression analysis were associated for the presentation and analysis of data, respectively. Based on six main findings, it was concluded that intention is mainly impacted by a dominant factor, satisfaction. Including certain related researchable areas, some timely significant suggestions are conveyed by this study at its end part.

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